

City College News

GEORGE BROWN COLLEGE

DECEMBER 1986

Post-secondary placement back to 95 per cent

Nine of every ten George Brown post-secondary graduates this spring found jobs related to their field of study, according to the 1986 Placement Report.

That figure is up three per cent from last year when 87 per cent of graduates found program-related jobs.

The report — which is based on a survey of the College's 1,921 graduates — also says total placement climbed one per cent from last year to 95 per cent and that average starting salaries for graduates were up seven per cent to \$18,100.

Placement Officer Claudia Wong, who prepared the report, says this is the first year since 1979 that the College has had such a high placement rate.

The economic recession in the early 1980s reduced the number of job openings for graduates, with the placement rate falling to a recent low of 82 per cent for graduates in 1983, she says.

This year, the placement rate increased for graduates of five academic divisions, fell for three and remained constant in one.

The most dramatic increase came for students graduating from programs of the Electro-Mechanical Department of the Technology Division where program-related placement increased 15 per cent to 82 per cent and total placement was up 12 per cent to 91 per cent.

Total placement for graduates of Graphic Arts programs increased 10 per cent to 93 per cent, while Business program placement was up one per cent to 87 per cent, Health Sciences placement

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New V-ball champs

A Campus Administration team from Casa Loma beat a short-handed team from Community Services 15-8 to win the Second College-Wide Staff Volleyball Tournament on Dec. 3 at St. James. Losing in semi-finals were teams from Computer Services and the Electrical Department. The 1985 Champion team from Graphic Arts was defeated in quarter-final play.



Students leave the front gates of the Dongbei University of Finance and Economics in Dairen, in northeast China. George Brown recently established formal ties with Dongbei that could mean exchanges of instructors. The University buildings (inset photograph), including a library with 1.3 million books, surround a central garden area.

University in China is now our twin

George Brown is one of the first community colleges in Canada to establish formal ties with a university in the People's Republic of China.

The College recently signed a twinning agreement with the Dongbei University of Finance and Economics located in the seaside city of Dairen, 600 miles northwest of the capital city of Peking.

The agreement calls for exchanges of instructors and students, the establishment of a "training centre" in Dongbei, and the operation of a business seminar there with educators and industry representatives from both countries in late 1987 or early 1988.

Toronto Chinese Consul Li Yuxiu says that while many Canadian universities have set up exchanges with some of his country's 2,000 universities, it is relatively unusual for a community college to do so.

Nejat Gorica of the Asian Division of the International Bureau of the Association of Canadian Community Colleges (ACCC) says he is unaware of any other formal twinning agreements with a Canadian college. Dongbei University offers specialized bachelor's, masters,

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President Doug Light and Zhao Cheng-Bi of Dongbei University, exchange gifts after signing a twinning agreement that calls for the exchange of educational material, instructors and students. Marvin Gerstein, Chairperson of George Brown's Board of Governors and Su Xiaoming, Deputy Division Chief of the Department of Education of the Peoples Republic of China, also signed the agreement.

Photo: Frances Ma



Beyond placement

This season is always a time of bustle and excitement — of parties, family get-togethers and holidays. But it's also a time for the quieter and more sobering process of year-end stock-taking. It's a time when both individuals and institutions look over the length of the year, and weigh success against failure.

For many businesses, this annual process is a matter of balancing credits and debits and studying the inevitable bottom line.

At George Brown, we don't have the luxury of so simple an equation. Our mission as a college — to provide education and training for employment and to aid in the development of our students — precludes it.

One important measure of our success as an institution is found in the ability of our students to find appropriate jobs after leaving college. And by this measure, we have done extremely well this year.

The vast majority of this spring's post-secondary program graduates found work related to their field of study soon after leaving George Brown.

But if we measure our success by the success of our students, then we can't ignore them after they land that first job. We must know how well their education serves them two, three and even five years after they leave college.

College Planning Manager Rick Quine is currently part-way through a longitudinal study that addresses this very issue. His staff in the Research Department are surveying graduates for five years to find out about their salaries, promotions, job changes, and if their George Brown education has proved useful over the long run. The results of this important study will tell us how we can make a more positive and more lasting contribution to the lives of our students.

This is also traditionally the time of year for putting aside the cares of the day and extending greetings and wishes to our families, friends and colleagues, and in this spirit I wish everyone at George Brown the very best this holiday season.

College exploring services for seniors

A boat trip around Toronto's Harbour next August will be one of the first signs of a campaign by the College to work with the city's population of senior citizens.

The trip is part of the curriculum for Elderhostel, a week-long residential program for 80 seniors offered by the Community Outreach Department in co-operation with Harbourfront. Participants in the course, who will all be over 60, will be studying the changing waterfront, the city's ethnic composition and Canadian antiques. Community Outreach Chairperson Terry Dance says the program, which brings George Brown into a world-wide network of 1,200 educational institutions offering similar non-credit courses, is one of the first steps the College has taken to address the special needs of Toronto seniors.

Apart from reducing fees for seniors on regular part-time courses to \$5, the College has done little to tailor courses, programs or services for this growing group, she says.

In 1981, the 73,000 seniors in the City of Toronto accounted for more than 12 per cent of the population. And their ranks are expected to grow as the population as a whole ages. "George Brown should get its foot in there."

Twin in China

Continued from page 1

and doctorate programs in finance and business management subjects. This fall, it expected to enrol more than 4,700 full-time students and an equal number of correspondence students.

International Outreach Director Dr. Alex O'Reilly says that while no specific plans have been made with Dongbei yet, their orientation towards training in small business management could lead to exchanges of staff and students.

Instructors from George Brown's Business Division could teach seminars and courses at Dongbei, or groups of Chinese students could come to Toronto to study, he says.

"Potentially, it could be very big."

The College is also exploring the involvement of international agencies and the private sector in the project, he says.

Officials of the university became interested in working with George Brown after meeting with Board of Governor's member Bob Spencer early this year. They toured the College and signed the agreement on a recent visit to Canada.

The first step in the campaign will be to determine what seniors need, what is being done for them now, and how George Brown can fit in, Dance says.

"We don't want to duplicate (services) or compete with existing programs."

Starting in January, Dental Hygiene instructor Susan Rudin will be seconded from her teaching post to carry out a year-long study of these questions. Her work could point out the need for educational or recreational programs for seniors themselves, special training for people who work with them — including relatives — or services such as an employment bureau, Dance says.

"Whatever we do, no doubt it will be co-operatively sponsored."

The seniors outreach initiative is part of a major expansion in the work of the Community Outreach Department.

Joining Rudin for a 12-month secondment is English as a Second Language instructor Maureen Hynes, who is carrying out a similar needs assessment for immigrant, visible minority and franco-phone communities in Toronto.

Also joining the Department as a full-time staff member in January will be Josephine Lee in the new position of Community Outreach Consultant. She comes to the College after working for nine years with the Times Change Women's Employment Centre.

Placement is up

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was up 1.5 per cent to 99.5 per cent and Hospitality placement was up half a percentage point to 99.5 per cent.

Placement for graduates of Performing Arts programs fell seven per cent to 93 per cent, total Fashion placement fell six per cent to 92 per cent, and Community Services placement fell four per cent to 94 per cent.

Architectural Technology program graduates had the same placement rate as last year — 96 per cent.

Thirty-nine programs had 100 per cent placement rates.

Graduates also reported average starting salaries of \$18,100 — a seven per cent increase from last year when they reported making \$16,850, and a 20 per cent increase from 1984 when the average salary was \$15,000.

Reported salaries varied from \$41,000 for graduates of the Dental Hygiene program to \$10,000 for graduates of Dance and Theatre programs.

The number of graduating students for 1986 increased by one per cent from 1985.

Events

ALADDIN AND HIS MAGIC LAMP —

The Sultan (played by Chris McKendry) looks fondly upon Princess Andiri (Jordana Aarons) and Aladdin (Mario Marengo) in the

Theatre Arts production of **Aladdin and**

his Magic Lamp. The play will be

performed for school children

until Dec. 12 with a special

public performance on Sun-

day, Dec. 14, at 2 p.m., at

Earl Haig Secondary

School's Cringan Hall,

100 Princess Ave. (near

Yonge and Sheppard).

Tickets for this special

show are \$3 and can be

reserved by calling

Elsie Jeffries at

368-2302.



Photo: Albert Li

United Way donations up 24 per cent

There are 46 reasons why George Brown United Way donations increased to an all time high of \$17,700 this year, says Bob Struthers.

Those are the 46 canvassers who made the effort of contacting their colleagues in late October on behalf of the charitable funding organization, says the College Campaign Chairperson.

"They really did a good job of making staff aware that they could help others through the United Way."

College staff increased their donations by a whopping 24 per cent from last year, and more than doubled them from the campaign before that, Struthers says.

Staff also exceeded the United Way goal for the year and increased donations through the payroll deduction plan.

Canvassers had better training this year and more material was sent directly to staff about the campaign, he says.

George Brown donations will be added to the fund of the United Way of Greater Toronto and will be disbursed to social

service and community groups throughout the city. The city-wide campaign raised more than \$32 million this year — an 8.5 per cent increase from 1985.

United Way canvassers, who were treated to a lunch at Plumer's where campaign results were announced in early December, included: (in random order) Doug Todd, Lori Burns, Richard Smith, Bob Mattingly, Ray Davis, Doug Stulla, John Dumitrascu, Roberta Weaver, Doug Hope, Mike McGee, Lawrence Mariconda, Jim Stapleton, Al Vaala, Bill Christie, Vi Uchiyama, Hazel Blacoe, Roman Behersky, Sally Layton, Gerry Villeneuve, Phyllis Ames, Brenda Yip, Susan Angus, Jane Kurtz, Bill Fallis, Helen Browne, Tom Crean, Peter Felder, Brian Cooper, Joe Rugole, Pat Brien, Maureen Henriques, Pat Bowman, Peggy Needham, Martin Sugden, Dan Benson, Manfred Straka, Perry Watson, Sandy Blackburn, Leo Suokas, Ewon Soong, Jennifer Cooke, Clare Defoy, Sean Donovan, John Price, and Don Feldman.

Dec. 14 — George Brown Theatre presents the musical fantasy *Aladdin and his Magic Lamp* for children of all ages. Produced by Heinar Pillar. 2 p.m., Earl Haig Secondary School, 100 Princess Ave. (near Yonge and Sheppard). Tickets are \$3. Call Elsie Jeffries (368-2302) for reservations.

Dec. 15 — Learn how to create seasonal finger foods at *Christmas Memories* a workshop for all staff presented by the Professional Development Department. Noon to 2 p.m., Location to be announced. Cost \$3. Maximum registration 50 people. Call Maria DeNotaris (ext. 3293) for information or to register.

— Students of the George Brown School of Dance present *The Clown of Hearts*, an hour-long children's ballet, in the Dance Studio at St. James at 2 p.m. Staff are invited to join school children for the performances which run every week-day until Dec. 17.

Dec. 16 — The Professional Development Department and the Affirmative Action Advisory Committee present *Dealing with Learning Disabilities*, a workshop by Kathy Smith. 1 p.m. to 3 p.m. Location to be announced. Call Maria DeNotaris (ext. 3293) for information and registration.

— Part-time teacher training course *Instructing the Adult* starts today at 2 p.m. and continues on Dec. 17, 20 and 22. Call the Professional Development Department (ext. 3293) for information.

Dec. 18 — College Council meeting, 8:30 a.m., Boardroom, 500 MacPherson.

Dec. 19 — Ontario Badminton Association Tournament, 6 p.m. to 2 a.m., St. James Gym. Continues on Dec. 19 and 20.

Dec. 24 — College closes at 1 p.m. for Christmas break.

Dec. 25 — Merry Christmas.

Jan. 1, 1987 — Happy New Year.

Jan. 5 — College re-opens after Christmas break and classes resume.

Jan. 9 — Teams from the United States, Montreal and Ontario compete in a Men's Varsity Basketball Tournament starting today in the St. James Gym at 3 p.m. and finishing with a championship game Dec. 10 starting at 8 p.m.

Jan. 13 — Board of Governors meeting, 6 p.m., Boardroom 500 MacPherson.

— One hundred and fifty people are needed for a Red Cross blood donor clinic, 9 a.m. to 3 p.m., St. James atrium.

Names in the News

Research Manager **Teresa Karolewski** has been elected to the executive of the 400-member Canadian Society of Studies in Higher Education. "I will be ensuring adequate community college representation in the activities of the society," she says. Karolewski will also organize the Society's annual meeting at the Learned Societies Conference in 1988.

Three participants in the Affirmative Action Advisory Committee's Management Development Program have been chosen for two-month internships in the College:

Marla Nudler, a Training Consultant with the Business and Industry Training Division, will intern with Personnel Director **Sally Layton** at 500 MacPherson.

Maria Wu, an instructor with the Applied Studies Department at Kensington will intern with Continuing Education Chairperson **Danny Cushing** at St. James.

Ruth Harrison will intern at Seadding Court Community Centre (see November City College News).

Glenna Carr, Assistant Deputy Minister of Skills Development spoke to assembled visitors about the importance of women's training programs at the first open house of the Women Into Trades and Technology (WITT) program at Casa Loma in late November. About 150 people visited the program's workshop and saw students demonstrating newly-acquired skills, says instructor **Hilda Zimmer**. The program is now under Technology Division Chairperson **George Betts**.

Business instructor **Clive Cannon** has been teaching for the last 15 months at Evelyn Hone College in Lusaka, Zambia as part of a two-year international exchange sponsored by the Association of Canadian Community Colleges (ACCC) and the Canadian International Development Agency (CIDA). The standard of living in the African nation came as a shock to a Canadian, he says. "I now appreciate the far more basic things in life... water (let alone hot water), electricity and telephone are a sometime luxury! Basic staple foods like good bread, fresh milk and cheese are available only rarely." In the absence of material wealth, debate, discussion and communication become more important, he says.

Student Services Director **Malcolm Sykes** is co-ordinating George Brown's work with the World University Service of Canada for 1987. Call him at ext. 2282 for informa-

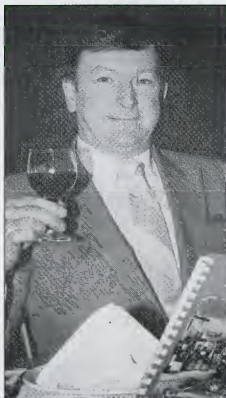


Photo: Neil McGillivray

Hospitality Instructor **Jacques Marie** has a best seller on his hands with *The Wine Lover Dines* — a book he co-authored with wine writer **Tony Aspler**. **Craig Edwards**, Marketing Manager for publisher Prentice-Hall, says the soft-cover book has almost sold out of its first printing after coming onto the shelves in September. *Marie says it took him two years to do research for the book, which he says is the only real guide available for pairing wines with various types of dishes — particularly those wines that are available through Ontario liquor stores. "It's the first time we have a book dedicated to the affinity of wine and food," says Marie. "It's a guide (people can use) to avoid big mistakes."*

tion about the international education and development organization.

Ayub Njenga, a lecturer at the Kirinyaga Technical Institute in Kerugoya, Kenya, is

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George Brown  The City College

studying in the Technology Department at George Brown for a year on an international fellowship. Another recent international visitor was **Wessel Thomas**, a lecturer at the College of Arts, Science and Technology (CAST) in Kingston, Jamaica. He came to Canada as part of the George Brown managed Entrepreneurial Education Project.

Fashion student **Christine Hildebrandt** won a \$500 prize for her design of a sheared beaver jacket with a checkerboard pattern in a competition sponsored by the Fur Trade Association of Canada (Ontario) Inc. Fashion industry representatives voted for competition winners at recent shows in Montreal and Toronto.

George Brown School of Dance Artistic Director **Lois Smith** will make a rare stage appearance with her role as one of the inmates of an insane asylum in *The Court of Miracles* at the Toronto Dance Theatre on Dec. 16, 17 and 18. The children's Christmas show has become an annual tradition for the company — which invites guest artists to join it for the performances. Call 967-1365 for information or tickets.

The Personnel Department has told us of the following staff changes:

New support staff appointments include: **Susan Collier-Duquette** in the Business Division, **Robert Denny** in the Caretaking Department at Kensington, **Marian Eddington** in Health Sciences Division at Casa Loma, **Elma Gabriel-Philemon** in Student Services at MacPherson, **Teena Mason** in the Registrar's Department, **Tracey Maxwell** in the Finance Department, and **Monica Trenchard** in the Architectural Technology Division.

Internal transfers include: **Jose Alfonso**, who left a position in the Caretaking Department at Kensington for one at College Street; **David Anderson**, who left a position with the Job Start Program to return to a faculty position in Architectural Technology; **Susan Stylianos**, who left a faculty position with Community Services at Nightingale for a temporary position with the Ontario Basic Skills program at Casa Loma; **Michael Tumpane** and **Anita Watkins**, who left faculty positions with the Language Training Department at College Street for special assignments with the English and Liberal Studies Department.